

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

PMA0013 – MEDIA APPRECIATION

(All sections / Groups)

13 OCTOBER 2017
9.00 AM - 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages including this cover page with 6 questions only.
2. In **Section A**, answer any **TWO** out of the four questions.
In **Section B**, answer **ALL** questions. All questions carry equal marks.
3. Please write all your answers in the answer booklet provided.

Section A: Answer only TWO (2) of the following FOUR (4) questions.

Answer the questions and print your answers clearly in the answer booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

- a) Explain why 'paradigm shift' is needed for creative thinking. (2 marks)
- b) Below illustrated is an example of a Media Form: Art / Installation. Make an **interpretation** of the installation based on the given description and its appearance and then, make an **evaluation** based on your paradigm shift.



Installation by Nam June Paik
Title: ELECTRONIC SUPERHIGHWAY
Medium: TVs and Neon Lights
Year: 1995

(8 marks)

Question 2

The *Uses and Gratifications Theory* proposed the idea that media serve four main types of needs.

- a) Why do you think they are still relevant for modern mass media? (5 marks)
- b) How is this theory applied in social media? (5 marks)

Continued...

Question 3

- a) Based on the media poster above, consider some of the ways in which the media have been used to change ideological beliefs and social attitudes. **(5 marks)**
- b) How do the media construct reality to make the news appear believable and authoritative to audiences? **(5 marks)**

Question 4

- a) Describe the roles of the printing press in the 14th century and photography in the 19th century towards revolutionizing the media? **(5 marks)**
- b) How different have new media revolutionized the media compared to the two media forms above? **(5 marks)**

Continued...

Section B: Answer ALL questions.

Answer the questions and print your answers clearly in the answer booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

New technologies and digital media have contributed to the process of globalisation: the idea that the world is becoming increasingly interconnected and smaller through one global culture.

- a. Based on this statement, evaluate whether or not new technologies and digital media pose more of a threat or an opportunity to media workers and producers. (5 marks)
- b. Evaluate the impact that new technologies and digital media have had on globalisation. (5 marks)

Question 2

- a. Provide a brief definition of digital art and how it differs from traditional art. (5 marks)
- b. Describe video art as an example of a digital art. (5 Marks)

End of Paper.

